**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 2: ACTIVITY 5**

**GROUP ACTIVITY**

**Porter’s Five Forces**

**In small groups, write a list of the key factors within each Force that a marketer must take into account.**

**Try to be as specific as possible, giving examples from different organisations in specific industries, particularly locally relevant ones.**

**Report back to the class and discuss different groups’ findings.**

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| **Bargaining power of suppliers** *E.g. nature of control of supply materials for example computer chips.* |
| **Bargaining power of customers** |
| **Existing Competitive Rivalry** |
| **Threat of new entrants** |
| **Threat of substitutes** |